

Homeowner Letters

Engage with Customers | Estimated Annual Program Value: \$1,000

Included With

- Liberties Plus
- Certified Comfort Expert

Turn one-time shoppers into lifelong customers! Homeowner letters are automatically sent when you register their equipment for warranty. Each letter includes a message and your contact information for future service needs. This ongoing communication with the homeowner enhances the customer experience and allows you to provide to secure loyal customers.



Key Benefits

Thank You Letter

- Cement customer bonds with a courtesy “Thank You” letter sent within 30 days of warranty registration

Extended Warranty Letter

- Secure an opportunity to provide an extended warranty with an automatic mailed notification within the first year of ownership

How to Participate

7. Discuss a partnership with our brand with your Distributor Representative or Territory manager
8. Distributor enrolls the dealer in the “Homeowner Letters” program in the Marketing Dashboard and populates all the necessary information on the enrollment form
9. Upon successful enrollment letters will begin the following month after registration

Key Resources and Contacts

For additional information about Homeowner Letters reach out to your Territory Manager.

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